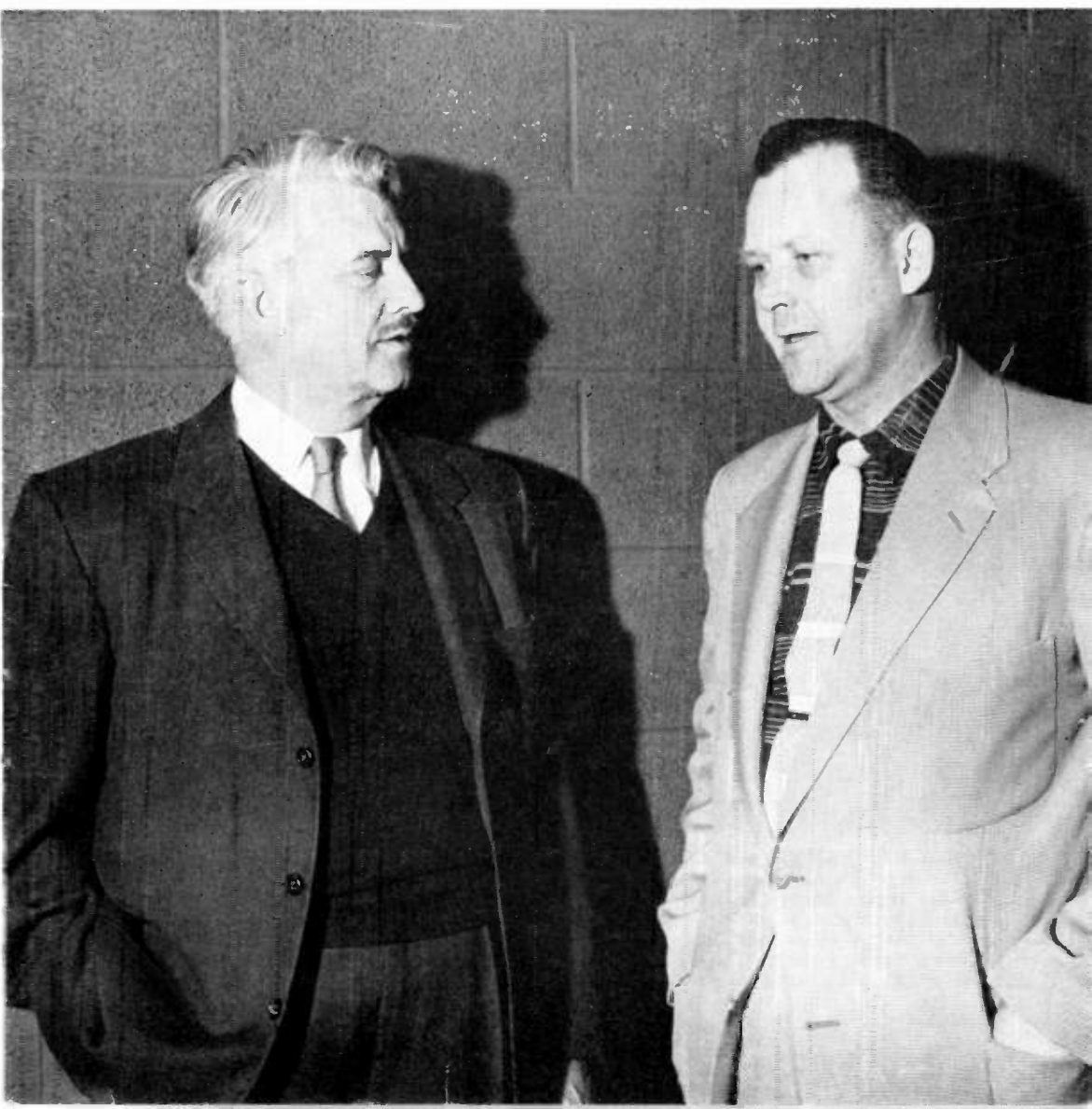


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The **KMA GUIDE**

April 1957



COVER STORY

The two gentlemen on this month's cover are talking over "Good News" for KMAland farmers. On left is the world's foremost weather wizard, Dr. Irving P. Krick, and he's discussing the moisture outlook for KMAland with Merrill Langfitt, KMA's aggressive farm director, who spearheaded weather modification organizational work in the Midlands.

Dr. Krick, famed for his work with the military in World War II and the man who was called upon to predict the weather for President Eisenhower's second Inaugural ceremonies, talked to 400 farmers in KMA auditorium in Mid-March, and also appeared at a KMA press conference earlier. Merrill Langfitt has a good report on Dr. Krick's pin-point predictions in his Grass Root Notes column on page seven. Other photos on page four.

The KMA Guide

Vol 3

No. 5

APRIL 1, 1957

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; F. S. (Toke) Nelson, editor; Doris Murphy, feature editor; Farrell Turnbull, copy editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two week's notice for change of address and be sure to send old as well as new address.

The telephone forecast for the special KMA area from Dr. Krick's Denver headquarters is heard exclusively on KMA twice each day, at 12:55 and again at 6:10 each day.

SOS SOS

SOS SOS



PICK-A-HIT PANEL and Mike Heuer, Saturday disc jockey. One of the popular new half hour shows heard each Saturday afternoon at 3:30 on KMA is Pick-a-Hit. Disc Jockey Mike Heuer invites two boys and two girls from KMAland high schools into the studio to hear special airing of the very latest pop records. After listening to the songs, each of the panelists tells his or her impressions, forecasting success or failure for the releases. Panel, from left, are Phyllis Hall, Julie Oates, Jim Whitney, and Joe Drake, all Shenandoah High students.



A Chat With Edward May

Times certainly do change depending upon the circumstances. The first day of March one of the farmers who stopped at KMA said he would plant some seed this spring if it would only rain. The same farmer stopped on March 26 and stated he would plant some seed providing the ground dries out. What a tremendous change as a result of beneficial moisture in the form of rain and snow throughout the KMA area. This is a welcome relief from the last couple of years when everyone was pleading for moisture.

I am sure we will long remember the snow storm of March 23 which left most of the KMA area snowbound for over 24 hours. Practically all schools were closed, many towns were without phone service and a few were without power for several hours. Most of us were inconvenienced in one way or another but we didn't complain.

The moisture situation looks very good at this point. For the past six years, the average rainfall during March at Shenandoah has been 1.74 inches. This year, from March 1 until March 26 we received 3.15 inches of moisture. In March of 1956 we received only .15 of an inch, so one can readily see why we are rejoicing over the present moisture situation.

The Shenandoah Schools were closed on Monday following the snow storm and both Annette and Karen rejoiced in having a vacation and spent practically the entire

day playing in the snow. We had three to four foot drifts in our backyard, and our girls, together with most of the other children in the neighborhood, dug tunnels through the drifts and had the time of their lives. About 5:00 in the afternoon I took Eddie outside. The first time he fell in a snowdrift he wasn't sure whether he liked it or not, but he quickly got into the act with the other neighborhood children and had a wonderful time. I am sure all of the children who played outside wound up with snow from head to foot, but they had a delightful time.

We have had a lot of fun with Eddie and his new haircut. About two weeks ago Eleanor took Eddie to the barber shop and the barber gave him a "butch". Eddie talks about his "bush" haircut and he frequently will say, "I have a 'bush' on my head."

By the time this copy of the Guide reaches you the snow will be melted and all of us will be busy working in the yard, garden, or in the fields. The long-range forecast of Dr. Irving P. Krick calls for a wet April which is most encouraging news and perhaps the best news to use in ending this column.

Ed May

"And an angel of the Lord stood by them, and the glory of the Lord shone round them. . . And the angel said unto them. . . behold, I bring you good tidings of great joy.--Luke 2:9, 10.

Weather Expert Brings "Good News" To KMAland



At a press conference, Dr. Irving P. Krick, the world's most widely heralded weatherman, tells leaders that moisture conditions in KMAland this year. . . . Will be slightly below normal, but with cloud-seeding operations in effect, farmers can look for 125 per cent of normal rainfall during the growing season months of April thru August. It's not a matter of getting a crop, rather how big a crop, so go ahead and put on the fertilizer." In picture from left to right, Keith Kirkpatrick, associate farm director of WIO, WHO-TV, Des Moines; Dr. Krick; Merrill Langfitt, KMA farm director; and A. J. (Tony) Koelker, KMA station manager.



Here is a partial view of the more than 400 farm leaders who came to KMA Auditorium to hear Dr. Krick make an evaluation of the KMAland moisture situation for the coming months. Following his talk, Dr. Krick opened the meeting to questions from the audience.



A dynamic personality, Dr. Krick's humor and warmth attracted him to many of the farm leaders of KMAland. He is shown here greeting a contingent from Adams County (Corning) Iowa, while publisher Paul Gauthier of the Adams County Free Press prepares to take a picture.

new times . . . new formats

Here Is Latest Program News So You Can "Spend the Day with KMA"

A listener wrote in a recent letter to one of the KMA personalities that she . . . "liked to spend the day with KMA." Her phrase made a deep impression on the programming department, and they are tailoring all programs on the station now with that objective in mind; to add more listeners to spend the day with KMA.

A number of feature programs have been changed to different time slots for the summer season, and here is the latest information concerning them.

The afternoon program, Frank's Letterbasket, with Frank Field is now heard at 1 o'clock each weekday afternoon—featuring the likes, dislikes of Midwest Americans with Frank Field's homespun philosophies interjected.

The Tommy Burns show will continue on days when baseball does not coincide from 1:30 until 2:30; and from 3 until 4 p.m. with time out for five-minute newscasts by Ralph Childs. From 2:30 until 2:55; KMA will air Springtime Serenade, a special program of uninterrupted serenade type music selected by the KMA disc jockeys. Tommy Burns is now specializing in doing live pick ups around KMAland with local music groups and organizations. He has featured such groups recently on his shows as the Rhythmaires orchestra; and the Winterset Minstrel group; and also interviews with leading stars such as Guy Mitchell and others. Tommy says he will continue to do these as often as possible.

A new program that is attracting much favorable comment is the original Sparta Polka Band. The Sparta group, an authentic 7-piece band from Omaha, Nebraska presents a Polka concert at 5:30 each Friday afternoon; and the show is played back again each Saturday morning at 5:30 to 5:55 a.m. on Merl Douglas morning show. Each Monday thru Thursday at 5:30, Merl Douglas emcees Corn Country Jamboree, a half hour show of the favorite country and western recordings.

Mike Heuer, the genial afternoon disc jockey will continue his 4 until 4:55 "Mike's Matinee" record show each afternoon that baseball is not aired. Mike also has a five hour show on Saturday afternoons from 1 until 6; and he also spins the music for "Dance to the Bands" from 10:15 until 11 p.m. each night of the week. Warren Nielson's very popular Kiddie Korner program will continue to be heard each afternoon at 5 o'clock, as baseball will not conflict.

Another exclusive feature on KMA to be heard daily is the Krickcasts, the weather analogy from Dr. Irving P. Krick's Denver Weather Central, with an accurate pinpointed forecast for Southwest Iowa and Northwest Missouri. Telephone recording of the forecast will be broadcast each day at 12:55 on the Midwest Farmer show; and again each evening at 6:10 on the Farm Bulletin Board program.

John Springer presents a fresh, five minute look at the unusual items in the news each day at 6:15 on a show called Casual Clips, just ahead of Mel Allen's national sports roundup at 6:20.

On Sunday each week during baseball season, all religious shows that were formerly heard in the afternoon will be rescheduled into an evening block of programs. From 5:30-6:00 is Dr. Wyatt's Wings of Healing; it's Radio Bible Class from 6:00 to 6:30; and from 6:30 until 7:00, there's a new program "Prison on the Hill" which emanates from the Iowa State Penitentiary at Fort Madison; from 7:30 until 8:00 it's Dr. Charles Fuller's Old Fashioned Revival Hour; Dr. Billy Graham's Hour of Decision program is broadcast from 9:30 until 10 and from 10:30 until 11:00 it is Revival Time with the Assembly of God churches.

We all have much more influence on others than we know. We say things and do things that impress those about us, perhaps create lasting impressions on their minds. Someone you know may meet a difficult experience with faith and fortitude because he has seen you stand firm in your faith at such a time. Someone you know may say a kind word instead of a harsh one because you have been kind to him.—Martha Smock in **Daily Word**.

The divine command, "Love thy neighbor as thyself" is not just a lofty ideal. It is a practical way of life. It is the perfect solution to all problems involving human relations. Those we love, even in the smallest degree, cannot help but love us in return. Even the willingness to love bears love for its fruit. — Harold S. Kahm in **Good Business**.

Study the life of any truly great man, and you will find that the "turning point" came at a moment when dependence upon externals seemed futile and he was forced to fall back upon a power within himself.— John Davis in **Good Business**.

Frank Comments

By FRANK FIELD

I don't believe I have ever shown you a picture of the room that we call the "den". We started calling it the "music room" but it wasn't long before we dropped that and we just call it the "den". From time to time as I have shown you pictures of other rooms in the house, I pointed out speaker enclosures and mentioned that they were part of our high fidelity music system. Remember the one in the kitchen over the range? Remember the one in the corner of the living room? Remember the two in the recreation room in the basement? Well, when we were building the house two years ago I put in all the concealed wiring for the speaker system myself, working in the evenings after the carpenters had gone home so as not to be in their way. The wiring all terminates in a panel in the wall there in the corner and from that panel it leads to every room in the house and to three outlets in the basement (one in the utility room and two in the recreation room) so no matter what room Jennie is working in, she can put on a stack of records, throw the proper switch on the panel and listen to her favorite records while she washes, irons, peel potatoes or dusts.

The cabinet right beside Jennie contains the record player and the amplifier. The cabinet in the corner with the clock resting on it is a base reflex enclosure for a 12 inch co-axial high fidelity speaker. The cabinet on the right, with the radio resting on it, is a record cabinet, the upper part is for the 45s and the lower part is for the long playing 10 inch and 12 inch albums.

This equipment is an accumulation of various different parts and components ac-

cumulated over a number of years, and as you can plainly see the cabinets and enclosures are strictly home-made. In other words, I built them, and Jennie did all the finishing including the staining and varnishing.

For you folks who are interested in hi-fi equipment, the record changer is a VM, the pre-amplifier and equalizer is a Fischer, the amplifier is a Bell and most of the speakers were made by GE. The black panel you see on the amplifier and those five switches just to the right control speakers in various rooms in the house.

Jennie doesn't go very much for Rock 'n Roll but she does like Pat Boone, Perry Como and Harry Belafonte. In bands, she likes Lawrence Welk, above all others, and next to him she likes Guy Lombardo. In singing groups she likes the Chordettes and the Ames Brothers.

That clock in the corner is almost an antique. It plays the Westminster Chimes and strikes the hours and half hours. As near as I can recall, my father gave it to us on our first wedding anniversary. It carries battle scars of many movings including several different moves here in Shenandoah many years ago, then to Norfolk, Nebraska, from there to Sioux Falls, South Dakota and to several houses here in Shenandoah again. It is a very peculiar clock, in that it will not run unless it is on an absolutely level surface. In fact, for 15 or 20 years the only times it would run and keep good time was when it was on the mantel piece over a fireplace. However, it is perfectly happy on that speaker enclosure and keeps good time.

That peculiar three-legged chair just in front of Jennie is one that we made last winter from some drawings which were published in the Sunday Register.

Nothing much new or exciting to report about the members of the Field tribe except Peg writes that down there in Dallas the tulips, narcissus and hyacinths are all in full bloom and the roses are all budded to bloom. She says that they have had more rain this spring than they have had in the last two or three years and that everything looks very rosy. Come to think about it things look pretty good here in the Midwest since it started to rain again. Don't you think so?

Frank Field



Jennie Field enjoys their "hi-fi" music.

Grass Root Notes

by

MERRILL LANGFITT

KMA

Farm Service Director



Weather or not! Will we have the kind of weather conditions necessary for a good crop in 1957 or not? If you have confidence in one of the world's most noted weather authorities you will look forward to good crops in 1957. When Dr. Irving Krick visited Shenandoah last month, he brought with him Univac's latest predictions of things to come in this area weatherwise. We liked what he said. In essence he predicted that we would end the year with normal or near normal precipitation. That doesn't necessarily mean however, that we will be wet every month or every week of the year. He forecast a wet April, less than normal in May, a wet June and then less than normal in July and August. He also predicted that in May when cloud seeding conditions are usually very good, we would, as a result of cloud seeding, in the Iamo Weather Modification project area, induce enough extra precipitation to bring that expected dry month up to or above normal. Dr. Krick said to go ahead and put the fertilizer on because we would have enough rain to give good response to the added fertility. In other words, enough rain to utilize increased amounts of fertilizer to affect higher yields. He also predicted that we will not have the hot dry winds late in July and August that we had last year. That alone could materially benefit corn crop prospects. He felt also that the drought in this area is virtually broken. We will always have wet and dry

periods within any weather cycle, but we will see improvements each year now in the annual precipitation as we move from a dry cycle into a wet one. Dr. Krick indicated that drouth breeds drouth i. e. if a drouth prevails in the southwest, all winds moving across our area from that direction will likewise bring dry air and drouth conditions. When the southwest gets rain as it has this spring, our winds from that direction bring moist air hence our possibilities for rain are better.

When Dr. Krick was here the question was raised about cloud seeding causing the hail damage in Mills County, Iowa last year. He said absolutely no because they are using silver iodide effectively in Canada and other places to suppress hail. Even though it takes very heavy saturations of silver iodide to suppress hail, yet the fact that even a small amount of the chemical is in the atmosphere will result in some reduction of hail damage. The theory in hail suppression is simply to reduce the size of the ice crystals so they fall as snow or sleet rather than as golf balls or grapefruit. His explanation was more convincing than mine, but he convinced me and others that cloud seeding is more likely to reduce hail damage than to increase it. In fact, he was very positive in stating that seeding clouds could never increase hail damage. He's one of our best authorities so he would know. Maybe you don't agree, but for my part I'm a believer — weather or not.

On the KMA PARTY LINE

By DORIS MURPHY

How far will a glass of milk go? A lot farther than you'd ever dream! And the FARMER'S WIFE should know, because she found out the hard way. FLORENCE had baked two sponge cakes to see which recipe was better. After they were out of the oven, she thought she would have a glass of good cold milk and a slice of sponge cake for a snack. After filling her glass with milk, she put it on top of the refrigerator, then turned to get a slice of sponge cake. But the glass tipped over, spilling milk all over the refrigerator, electric stove, pantry floor, part of the kitchen floor and spattered up a good yardage of wall paper. What a mess! One thing turned out all right though . . . the sponge cakes. Both recipes were fine!

How do you like this trick photography dreamed up by Guide Editor TOKE NELSON? Just for fun, TOKE took this picture of TOMMY BURNS thru the hole in a record, giving you a turntable view of a DeeJay in action. Then he took a picture of the record, enlarged it and superimposed TOMMY'S picture on the record. The result is this clever photo of TOMMY centered in a Decca record of "Moonlight Serenade". In all probability the photo will be used in a recording magazine! Look's like TOMMY is ready to "take a spin"!

Noticing his young son had a new haircut, ED MAY asked: "What kind of a haircut did you get, EDDIE?" Quick as a flash he replied: "A BUSH!" Oh well, I guess a "bush" describes it as well as a "butch". And young EDDIE is happy with his "bush haircut"!

In order to have line service for FLORENCE FALK'S program, the REA always gives greatest consideration to the time they make repairs, so that the power will not be cut off. But one day recently. . . the workmen got mixed up on the time of her broadcast, and thought she was through by 10:30, so waited 10 minutes, then cut off the power so they could move an electric pole. That meant Florence's program went off the air right in the middle of it. Fortunately Bernice was listening, and took over as soon as the switch could be completed. But you can bet that washer full of clothes Bernice had going when she got the call to take FLORENCE'S program, got a good long washing! Only a few days later, BERNICE again took FLORENCE'S program, when the line went down during the blizzard.

You'd be surprised how many song titles include the word "heart"! In order to help boost heart contributions last month, KMA disc jockeys offered record albums as prizes

to the six persons sending in the most song titles containing the word heart, along with a contribution to the American Heart Association. Many entries arrived, and as a result of the contest, a generous check was sent to the Heart Fund from the KMA listeners. D. J.'s MIKE HEUER, TOMMY BURNS, MERL DOUGLAS and JOHN SPRINGER received a fine letter of appreciation from the American Heart Association saying: "I know of no more impressive instance of D. J. cooperation, than the job you KMA disc jockeys have done for the Heart Association."

The air conditioner at the studio got put in . . . just in time for the biggest blizzard in 30 years! Yep, the an-



Tommy Burns is "Framed" by his platters

nouncers had been giving engineer DON BURRICHTER a bad time, urging him to hurry up with the air conditioner. They apparently thought hot weather was right on their heels! DON got it installed . . . just a couple days before the blizzard. But the air conditioner didn't get an immediate work out.

KMA staffers who were scattered in many directions when the blizzard broke, March 24, had nerve wracking experiences getting home. DEAN NAVEN, returning from Des Moines where he had been broadcasting the State Basketball Tournament, got stranded in Clarinda. And what a time DEAN and wife had keeping their two little girls occupied in a hotel room, while they waited for the roads to clear. It took GAYLE MAHER and a carload of friends who had attended a bowling tournament in Council Bluffs, 3½ hours to drive 65 miles home thru snow blinded roads. Engineer JACK JOSEPHSON stranded in Omaha, had to call for someone to let their cat out of the basement where it had been shut up 3 days. EVALYN SANER, of the traffic department, got her car slightly damaged by a falling tree. Because of a snowdrift, announcer MERL DOUGLAS had to call police for a ride to the station at 5 a.m. FRANK FIELD got stuck in a snowdrift near home and had to get a lift from a neighbor. Consequently he couldn't get to Omaha for his television show. Guide Editor TOKE NELSON finally had to call RALPH CHILDS for a ride to the studio, after he had scooped out his driveway 3 times, his walks 4 times and had driven to both ends of his street, only to find them blocked with drifts. It was an exciting morning at the studio, with no engineer on hand, and the phone ringing constantly from towns wanting it announced there would be no school . . . people wanting meetings cancelled . . . messages relayed to neighbors regarding care of livestock, and many other emergency messages. Public service rendered by KMA, during such times, is invaluable to the people living in this area, keeping them informed regarding the roads, weather and latest news.

GUY MITCHELL, one of the top recording stars of today, proved to be very friendly and accommodating when called by disc jockeys MIKE HEUER and TOMMY BURNS for an interview. Mitchell appearing at the Auto Show in Lincoln, gave each of the boys a fine interview even including his singing of several bars of both sides of his new record, "Hoot Owl" and "Rock-A-Billy". The interviews were played back on the KMA afternoon shows.

What could be cuter than this little "4½ year old" all dressed up

in her new Easter outfit, carrying a basket of Easter eggs and surrounded by Easter bunnies? JEANNINE, daughter of MERRILL and CEL LANGFITT, was a "living doll" in her pale pink embroidered organdy dress, beige and pink wool coat, and white Easter bonnet with "lace and ribbons on it." Naturally JEANNINE'S best dress wouldn't be complete without it's fluffy crinoline petticoat, to give her full skirt that extra bouffant look. Our little lady is wearing white gloves, and black patent pumps. She's hugging tight the little Easter bunny and got so worried when an Easter egg fell out of the basket and into the foot-lights. JEANNINE loved the preparations of setting up for the picture, and while we were getting things ready, she exclaimed: "Oh Mother, isn't this fun?" At home, she spends a lot of time riding her "stick horse", all the time dreaming of some day having a "goin' horse" as she calls it. She can't understand why Daddy can't keep a horse right out in the yard. A dog collar with colorful Indian beads all over it, caught her fancy the other day, so she took it off the dog and brought it home. Now. . . the Langfitts are in the throes of trying to find out whose dog is minus his collar. Coloring with crayons is one of her favorite pastimes, and she is really very good at it. But sometimes gets colors in the wrong place, such as purple crayon marks on the back of the green sectional davenport. Another pastime which occupies much of her time is writing letters to her grandparents. She even wrote her Daddy a letter and mailed it to his office! Now, she is busy trying to think up a name for the little bunny she got for being such a good girl while her picture was taken!



Pretty girl, pretty clothes, and Easter bunnies make a perfect setting for the Spring season.

A Letter From Bernice Currier

Dearest Friends:

This is a perfect afternoon for writing letters and I hope to write to you, my good radio friends and to my children. I have just written to my sister, Elizabeth. I had a letter from her recently. She said she had been up to the cabin on East Rosebud Lake just to see how everything had gotten through the winter. They didn't stay because of snow and cold. Just wanted to look around. I plan to take my vacation the last of July or first of August and go out there. It is so beautiful in the mountains and the Old Sleeping Giant (a range of mountains across the lake and no telling how far in miles) still keeps a watchful eye on the valley.

This has been quite a month as far as weather is concerned. One day we scoop dirt and dust and the next day we sweep snow from the porch. This is Sunday. This morning was lovely. Not too warm or cold and the wind not too strong. When I came home from church I made a pan of cornbread, fixed a salad of head lettuce with bleu cheese dressing, had meat loaf and a baked potato. I was going to have pineapple-lemon sherbet for dessert but decided to have it later. The corn bread was so good I didn't need dessert.

At 12:15 I listened to Ralph Childs commentary of the weeks news and decided I wish I were a commentator. He does such a masterly job, I envy him the opportunity of compiling the material and making a story out of it that reads almost like fiction.

It is time to be doing some house cleaning, but with the dust storms storming and the flu flying hither and thither looking for a victim, about the best we can do is grab a dust cloth once in a while and see if the furniture is still under the haze of reddish gray soil.

One project I have in mind is to have some shelves built in the basement. Then I will have a place to put away things for future use. As the years go by you accumulate bits and pieces of pottery, brass, copper and you want to have them out — but where can you put them? You don't want your house to look like a junk shop, so you pack them in boxes and forget to mark what is in the box. So you know what happens from there. They are forgotten. Now with shelves to put them on, you can change decor once in a while and it will give you a lift to see your old friends again. I know some of you already have a place like that, but for the young people who are building their new homes now — I hope someone will remind them that a few years from now they will want just such a place. Another thing I need badly is a good storage place for out-of-season

clothes. The new homes have that and I know it is appreciated.

I want to thank you all again for the cards and letters on my birthday. I always say I am not going to have any more, but when the time comes I just love it. Ed and Pat sent me a beautiful brass bowl standing in a tripod of brass. For a center piece it will be lovely for fruit, flowers, etc. I wish I had a cherry wood table polished and gleaming with this bowl reflected in the highlights. I'll always treasure the telegram Helen sent me and the pin of aurora borealis stones in amber, blue-green and rose lights. Helen is just plain busy with school room parties for one, a dance club formal for another and Cub Scout parties and meetings, to say nothing of the meal planning, shopping and cooking it takes.

If your birthday is on April 21st it will be on Easter Sunday this year. And that is a rare event. You may be interested in these figures. Your birthday was on Easter Sunday in 1867, again in 1878, and 1889, then in 1935, again in 1946, this year 1957; and it will not be on Easter Sunday again until 2013. Easter may come as early as March 22nd, or as late as April 25th. When the late Rev. Peter Jacobs was here, he liked to do research on things like that and in 1946 he had the result of his findings published in a write-up about my father, George A. Chambers and Mr. W. H. Brammer who will be 97 this April 21st. He lives here in Shenandoah. So to all of you who have birthdays Easter Sunday we say "Happy Birthday".

My time and space have run out so be listening every morning at 9:00 to KMA when we will have another visit. Until then,

Bless Your Hearts,
Goodbye

Bernice

NOT BELIEVE IN GOD!

Not believe in God
On an April day!
Not believe in April,
One as well might say.

Not believe in God
With the world athrill
To the wakening of spring
Meadow, stream and hill!

Not believe in God
When a petaled tree
Is proclaiming it is kin
To divinity!

When each nesting robin,
When each leafing limb,
When each budding daffodil
Confesses Him!



Homemaker's Guide

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

- Roast Chicken
- Buttery Fruit Bread Stuffing
- New Potatoes with Parsley Butter
- Cheesy Asparagus
- Tossed Salad with Grated Radishes and Carrots
- Dinner Rolls
- Angel Cake with Strawberries
- Coffee

BUTTERY FRUIT BREAD STUFFING

- 3 c. day old bread crumbs
- 1 c. cut-up, cooked, drained dried apricots
- 1/2 t. poultry seasoning
- 1 t. celery seeds
- 1/8 t. pepper
- 3/4 t. salt
- 1/2 c. melted butter
- 1/4 c. minced onion
- 3 T. snipped parsley

Combine all ingredients and stuff chicken lightly. Or put stuffing in buttered casserole and bake separately. Put the points of wings up and back of neck. Sew opening or lace it with a strong white cord, then tie the leg ends together and cross the cord ends, wrapping around the chicken and finish by tying it around the tail. Allow about 25 minutes per pound for roasting. Plan to have it done at least 1/2 hour before serving time.

PARSLEY BUTTER SAUCE

- 1/4 c. butter or margarine
- 2 T. flour
- dash pepper
- 1/2 t. salt
- dash paprika
- 1 c. water
- 1 t. lemon juice

Melt butter, blend in flour, pepper, salt and paprika. Gradually add water, stirring constantly until smooth and thickened. Add lemon juice and 2 T. snipped parsley.

CHEESY ASPARAGUS

In a sauce pan over low heat, melt 2 T. butter, blend in 2 T. flour, 1/2 t. salt and a dash of paprika. Gradually add 1 c. light

cream cold, stir constantly until smooth and thickened. Then add 1 c. grated sharp cheddar cheese and 1/4 t. dry mustard. Heat, stirring constantly until melted.

CARAMEL PECAN DREAMS

Dessert

Pastry for lining muffin pans:

Combine —

- 3 T. Philadelphia Cream Cheese
 - 1/2 c. butter or margarine
- Cream until smooth.

Gradually add —

- 1 c. plus 2 T. sifted flour

Blend well, then place 2 T. of this pastry in each of 8 muffin pans and line pans by pressing pastry against the bottom and sides with teaspoon.

Filling:

Place —

- 14 caramels
- 6 T. butter or margarine
- 2 T. water

in top of double boiler. Heat, stirring constantly until melted and smooth.

Combine —

- 2 slightly beaten eggs
- 6 T. sugar
- dash of salt
- 1/2 t. vanilla

Add the caramel sauce gradually, mixing well. Sprinkle 3 T. finely chopped pecans in the 8 pastry lined muffin pans. Pour the caramel mixture over the nuts and sprinkle with another 2 T. chopped pecans. Cups should be about 3/4 full. Bake in 350° oven for 15 minutes then reduce heat to 250° and bake 10 minutes longer.

CHICKEN SALAD FOR SUNDAY EVENING

- 4 to 5 c. cooked diced chicken
- 2 t. grated onion
- 1 c. diced celery cut at an angle
- 1 c. minced green peppers
- 1/4 c. light cream
- 2/3 c. mayonaise
- 1 t. salt
- 1/4 t. pepper
- 2 T. vinegar

Combine all ingredients in large salad bowl and toss until well coated. Refrigerate until ready to serve. Serve 6 to 8 on lettuce leaves, with potato chips, sliced hard cooked eggs, ripe and stuffed olives and pickled peaches.



"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings of the season from the farm kitchen!! Spring is here and along with all the glorious wonder of it all we have a great desire to have friends in for an afternoon or evening of just plain visiting. Perhaps you have club or committee meetings on your calendar, if so here are a few deserts and salads you may want to try.

NUT COOKIE TARTS

- 1 1/2 c. sifted flour
- 1/4 t. salt
- 1/4 t. baking soda
- 1 1/2 c. quick oatmeal (uncooked)
- 3 T. finely chopped pecans
- 1/4 c. butter
- 1/4 c. granulated sugar
- 1/4 c. brown sugar
- 1 egg
- 1/2 t. vanilla
- 1/4 t. maple flavoring
- Mixed fruits
- Whipped cream

Sift together flour, salt and soda. Stir in the oatmeal and nuts. Cream the butter well and add egg, flavorings, beating very well. Add dry ingredients and blend. Divide the dough into 6 individual pie pans or into 2 eight inch pie pans. Press the dough to the thickness of a pie crust. Bake these crusts in a moderate oven 350° for about 25 minutes. Check the crusts after they have baked about 10 minutes for they have a tendency to puff. Just press down with the back of a tablespoon. Complete baking. Remove from oven and cool. Fill with any combination of cooked or fresh fruits and top with whipped cream to which you have added a dash of mace. These are delicious with cream or chocolate pudding mixtures, too. May be garnished with fresh fruit.

* * * * *

This makes a perfect finish to an Easter dinner.

FROZEN LEMON PIE

Crust:

- Line refrigerator tray with this mixture:
- 1 1/2 c. graham cracker crumbs
- 1/4 c. soft butter
- 1/4 c. sugar

Blend with a fork, saving about 1/4 cup crumbs for topping.

Filling:

- 1 egg
 - 2 egg yolks
- Beat these well and add:
- 1/2 c. sugar
 - 1/4 t. salt
 - 1/4 c. lemon juice

Cook in double boiler or over low heat until thick. Stir constantly. Remove from heat and cool. Beat the 2 egg whites until stiff. Fold in the 1 cup cream, whipped. Combine with the lemon mixture. Pour into the lined refrigerator tray and top with crumbs and freeze until firm.

* * * * *

A different salad but so good!!

VEGETABLE SALAD LOAF

- 2 packages lemon gelatin
- 3 1/2 c. hot water
- 1/2 t. salt
- 2 T. vinegar
- 2 1/2 c. drained green beans
- 1 small head cooked cauliflower, small pieces
- 1 1/2 c. cooked, sliced carrots
- 1/2 c. diced celery
- 6 to 8 radishes sliced crosswise

Dissolve gelatin in hot water. Chill until almost set so that the vegetables will stay in place. Add remaining ingredients. Chill until firm. This salad may be used in the ring mold and garnished or use individual molds or large oblong pan. Serve with any good homemade mayonnaise.

* * * * *

REFRIGERATOR PIE

- 1 1/2 c. crushed cornflakes
- 3 T. powdered sugar
- 1/4 c. melted butter
- 1/4 t. vanilla

Combine thoroughly and line a 9 inch pie pan. Press firmly in place. Chill for 1 hour at least before serving. Over the crust spread 1 to 1 1/2 cups fresh peaches or other fresh frozen fruit (strawberries, black raspberries, or sweetened, cooked rhubarb slightly thickened) thawed slightly. Cover with the following:

3 egg whites, stiffly beaten with 9 table-
spoons granulated sugar. Top the unbaked meringue with 1/2 to 3/4 cup cream whipped. Garnish with sliced peaches and chill until serving time.



KMA Farmers' Wife Swamped With Orders



Here's a picture of KMA's Farmers' Wife, Florence Falk, deep in the middle of a deluge of orders that flooded into KMA after Florence's one-day pitch for Gooch Milling Company's special April Fool's Day Rose Bush offer.

Broadcasting from her farm home nine miles northeast of Shenandoah, Florence told her listeners that those people who sent in 40 Red Circle points on April 1, 1957 would be presented a hybrid tea rose at no charge.

We are still counting some orders as we go to press, but the official count had reached 3,012 orders from the single announcement.

At left in the photo is Wallace Closner of Gooch Milling Company, who is in charge of radio advertising. Mr. Closner said the result was "extremely gratifying, as a matter of fact, unbelievable, almost."

In order for a user of Gooch products (flour, spaghetti, macaroni, various mixes) to accumulate 40 Red Circle points from the packages, Gooch officials estimate the customer must spend in the neighborhood of \$5.00. Based on that estimate, the 3,012 orders that KMA's Farmers' Wife brought in the one-day offer represents the purchasing of \$15,060.00 worth of Gooch's Best merchandise.

The orders are being hauled by truck to Salina, Kansas where they'll be filled by the folks at the Gooch warehouse—and listeners should get their rose bushes by April 15th at the very latest, Mr. Closner said.

KMA Daily Programs For April, 1957

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—Markets
 7:35 a.m.—Let's Go Visiting
 (Tues. Thurs.)
 7:35 a.m.—Lawrence Welk's Show
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Bernice Currier
 9:30 a.m.—When A Girl Marries
 9:45 a.m.—Whispering Streets
 10:00 a.m.—Kitchen Club
 10:15 a.m.—Housewives Serenade
 10:30 a.m.—Florence Falk
 11:00 a.m.—Back To The Bible
 11:30 a.m.—Tennessee Ernie
 11:45 a.m.—Morning Markets
 11:55 a.m.—A Visit From Berrys
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Markets
 12:55 p.m.—Prof. Farm Review
 (T. Th. Sat.)
 1:00 p.m.—Tommy Burns' Show
 1:30 p.m.—Frank's Letter Basket
 1:45 p.m.—Lawrence Welk's Show
 2:00 p.m.—Tommy Burns' Show
 2:30 p.m.—Springtime Serenade
 3:00 p.m.—Tommy Burns' Show
 4:00 p.m.—Mike's Matinee
 5:00 p.m.—Kiddie Korner
 5:30 p.m.—Corn Country Jamboree
 5:30 p.m.—Sparta Polka Band
 (Friday)
 6:00 p.m.—Farm Bulletin Board
 6:15 p.m.—KMA Sports
 6:20 p.m.—Mel Allen
 6:30 p.m.—Ralph Childs, News
 6:45 p.m.—Edw. May, Mkts &
 weather

MONDAY NIGHT

7:00 p.m.—Club 960
 7:30 p.m.—Voice of Firestone
 8:00 p.m.—Club 960
 9:00 p.m.—Browsin' With Burns
 9:35 p.m.—Mysterytime
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Club 960
 7:30 p.m.—Bishop Sheen
 8:00 p.m.—Club 960
 9:00 p.m.—Browsin' With Burns
 9:35 p.m.—Mysterytime
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Club 960
 9:00 p.m.—Browsin' With Burns
 9:35 p.m.—Mysterytime
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Club 960
 9:00 p.m.—Browsin' With Burns
 9:35 p.m.—Mysterytime
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—960 Hit Parade
 8:00 p.m.—Club 960
 9:00 p.m.—Browsin' With Burns
 9:35 p.m.—Mysterytime
 10:00 p.m.—Ralph Childs, News
 10:15 p.m.—Dance To The Bands
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour
 6:00 a.m.—News & Weather
 6:15 a.m.—Western Star Time
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—Dean Naven, News
 7:15 a.m.—Frank Field
 7:30 a.m.—KMA Sports
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Bernice Currier
 9:30 a.m.—No School Today
 10:30 a.m.—Florence Falk
 11:00 a.m.—Back To The Bible
 11:30 a.m.—KMA Country Tops
 11:45 a.m.—Practical Land Use
 12:00 noon—Dean Naven, News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 12:45 p.m.—Market Review
 1:00 p.m.—Red Foley
 1:30 p.m.—Saturday Matinee
 3:30 p.m.—Pick-A-Hit
 4:00 p.m.—Saturday Matinee
 6:00 p.m.—At Ease
 6:30 p.m.—News
 6:45 p.m.—Stars For Defense
 7:00 p.m.—Vincent Lopez Band
 7:30 p.m.—Am. Music Hall
 8:00 p.m.—Dancing Party
 8:30 p.m.—National Jukebox
 9:00 p.m.—Lawrence Welk's Army
 Show
 9:30 p.m.—Platterbrains
 10:00 p.m.—News
 10:15 p.m.—Guest Star
 10:30 p.m.—Proudly We Hail
 11:00 p.m.—News
 11:00 p.m.—Music In The Night
 11:55 p.m.—News
SUNDAY PROGRAMS
 6:30 a.m.—Back To The Bible
 7:00 a.m.—News and Weather
 7:15 a.m.—Here's To Veterans
 7:30 a.m.—Sunday Worship Service
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Sun. Album
 12:00 noon—News

12:15 p.m.—Symphony With Springer
 12:25 p.m.—K. C. Baseball Game
 4:30 p.m.—College News Conference
 5:00 p.m.—Mon. Morn. Headlines
 5:15 p.m.—Paul Harvey
 5:30 p.m.—Wings of Healing
 6:00 p.m.—Radio Bible Class
 6:30 p.m.—Prison On The Hill
 7:00 p.m.—Revival Hour
 9:00 p.m.—Edwin Canham
 9:15 p.m.—Travel Talk
 9:30 p.m.—Hour of Decision
 10:00 p.m.—News
 10:15 p.m.—Lets Go To Town
 10:30 p.m.—Revival Time
 11:00 p.m.—News
 11:05 p.m.—Music In The Night
 11:55 p.m.—News

**K. C. BASEBALL GAMES
 APRIL**

1	Pittsburg	1:25
2	OPEN	
3	Pittsburg	1:25
4	Pittsburg	1:25
5	Boston	1:25
6	OPEN	
7	OPEN	
7	Pittsburg	12:55
9	OPEN	
10	OPEN	
11	Brooklyn	1:25
12	Milwaukee	1:25
13	St. Louis	1:25
14	St. Louis (2 games)	12:55
15	OPEN	
16	Detroit	1:25
17	Detroit	1:25
18	Chicago	1:25
19	OPEN	
20	Chicago	1:25
21	Chicago	1:25
22	Detroit	1:25
23	Detroit	1:25
24	Cleveland	7:55
25	Cleveland (2 games)	1:25
26	Chicago	7:55
27	Chicago	7:55
28	Chicago	1:25
29	OPEN	
30	Boston	7:55

Listings Correct at Time of
 Publication

However, all Programs Are Subject
 to Change.

The Voice of the A's



The Kansas City Athletics, bolstered by new talent, have started their baseball season, and Radio KMA will carry every game on the A's schedule. Right now we are carrying some pre-season exhibition games, and the regular season gets underway on April 16. The two men who'll bring KMAland listeners all the action are Merle Harmon, left; and Ed Edwards. Merle teamed with Larry Ray for two years on the broadcasts. Edwards comes to Kansas City from Cleveland, where he was with the Indians network, and is familiar with every club in the American League. Larry Ray joined a broadcast team doing the Baltimore Oriole games this season. Each month, we will carry the broadcast schedule of A's games in the program log on page 14. The broadcasts are sponsored by the Jos. D. Schlitz brewing company on KMA and 45 other radio stations in a 14-state area in the Great Midlands area.

Bible Truth Program Celebrates 17th Year on KMA

The Bible Truth Program will have a birthday in April. Here's a note from Ruth Lippincott that is interesting.

"In April 1940 we gave our first broadcast. What a lot of changes have taken place since then! Our three children who used to sing for us are all married and we have six grandchildren now. Dee who is a teacher in California still sings for us by

transcription occasionally. Our son-in-law, Keith Siddens, sometimes is a guest speaker on the broadcast.

Edgar, besides giving two broadcasts a week, is pastor of two small churches, still has his printery and finds time for a hobby or two. I help with radio correspondence. We both enjoy club work (he is treasurer of one, I am president of one and secretary of another). And we still find time occasionally to play with the grandchildren."

The program is heard at 9:15 each Sunday on KMA.

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All Ready for Easter



The pretty little miss here is four-year-old Jeannine Langfitt, daughter of Merrill Langfitt, KMA farm service director. After getting "dolloed up" by her mother, Cel, Jeannine came down to KMA to meet the press. A description of her outfit can be found in Doris Murphy's Party Line column on pages 8, 9.